

**BOARD OF COUNTY COMMISSIONERS  
AGENDA ITEM SUMMARY**

MEETING DATE: JANUARY 19, 2005

DIVISION: COMMUNITY SERVICES

BULK ITEM: NO (TIME APPROXIMATE PLEASE)

DEPARTMENT: COMMUNITY SERVICES

AGENDA ITEM WORDING: Presentation and discussion of the Lower Keys (Key West to Marathon) Fixed Route Bus Transportation by the FDOT Contracted Consultants on the feasibility study and route survey.

ITEM BACKGROUND: See Attached – This will also be presented to the Key West City Commissioners.

PREVIOUS RELEVANT BOCC ACTION: Presentation given by Myra Hernandez, City of Key West Transportation Department in 2004.

CONTRACT/AGREEMENT CHANGES: N/A

STAFF RECOMMENDATION: Presentation and Discussion

TOTAL COST: -0-

BUDGETED: N/A

COST TO COUNTY: -0-

REVENUE PRODUCING: N/A

AMOUNT PER MONTH /YEAR:

APPROVED BY: County Attorney N/A

OMB/Purchasing N/A

Risk Management N/A

DIVISION DIRECTOR APPROVAL

  
Jim Malloch, Division Director

DOCUMENTATION: Included

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To Follow

Not Required

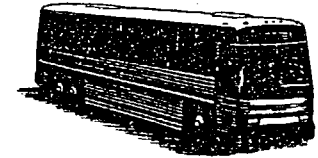
AGENDA ITEM #

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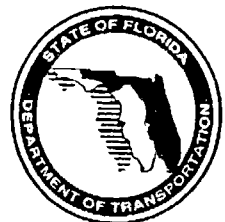
DISPOSITION: \_\_\_\_\_

# Project Scope

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- Identify Needs
- Conduct Employer & Employee Surveys
- Identify Service Alternatives
- Develop Operational Plan & Parameters
- Identify Short-Term Funding Needs

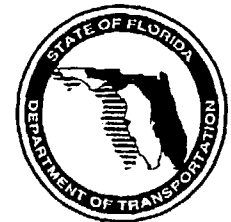


# Project Purpose

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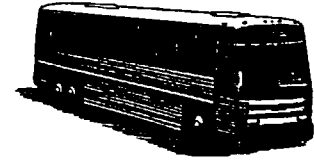


- Provide Transit Service throughout the Upper, Middle and Lower Keys
- Provide Transportation Alternative to Residents & Visitors
- Reduce Traffic Congestion

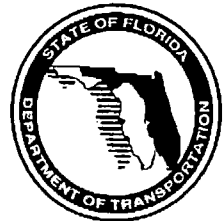


# Existing Services

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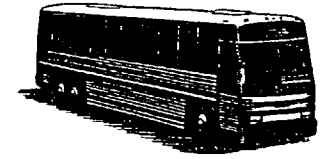


- **Key West Transit Services**
  - 5 Routes, 7 days per week
  - 1 Route, Monday - Friday
- **Upper Keys Transit Route - Dade-Monroe Express**
  - Florida City to Marathon, 7 days per week
  - Average nearly 500 Riders per day
- **On-Demand Services**
  - Monroe County Social Services
  - Guidance Clinic
- **Private Services**
  - Greyhound
  - Ambiance Sun

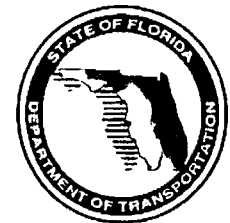


# Surveys

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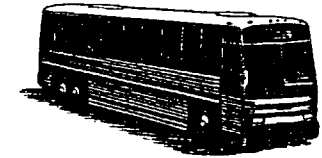


- Employers throughout Lower Keys
- Employees at each Participating Company
- Surveys Provided in English, Creole & Spanish
- Over 2,000 Distributed
- Over 600 Completed and Returned

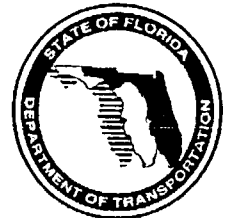


# Surveys

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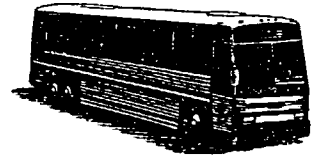


- Will insert some highlights of the survey results



# Demand Estimation

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- **Potential Markets:**

Internal to Internal

Internal to External

External to Internal

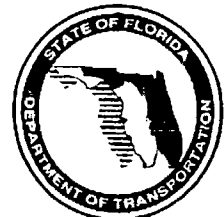
- **Based on Socioeconomic Characteristics and Survey Results**

- **530 Daily Riders at Route Maturity**

- **Keys to Success:**

Marketing / Public Awareness

Re-evaluation of service



# Operational Plan

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- Terminal Stops

Marathon (Public at mile marker 50)

Key West (Old Town Parking Garage)

- Timed Stops

Big Pine

Summerland Key

Big Coppitt

- On-Demand Stops

Bahia Honda

Ramrod Key

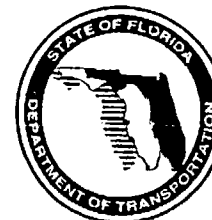
Cudjoe Key

Sugarloaf Key

Bay Point

Boca Chica

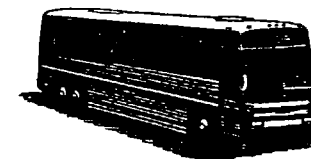
Stock Island



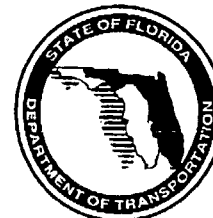


# Operational Plan

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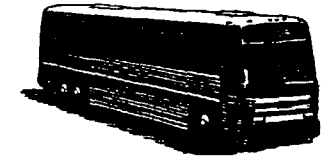


- Insert Stop Map

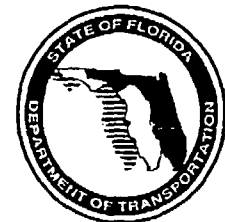


# Operational Plan

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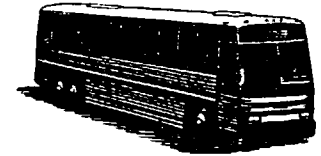


- **Operating Schedule**
  - Coordination with Dade-Monroe Express and Key West routes
  - From MM 50 to Key West (Old Town Parking Garage)
  - 6 roundtrips per day, 365 days per year
- **Special Events**
- **Infrastructure / Staff Requirements**
  - 4 buses - 2 in operation, 2 spares
  - 4 bus drivers
  - No additional staff
  - Minimal initial physical infrastructure



# Operational Plan

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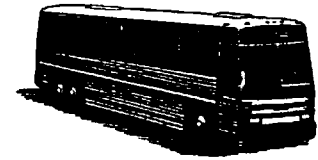


- Insert route map



# Operational Plan

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- **Operation & Maintenance Costs**

Public - \$37.50 per revenue hour

Total \$301,125

Private - \$41.00 per revenue hour

Total \$329,230

- **Physical Infrastructure**

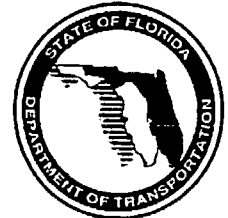
No major initial investment

Buses owned by Key West DOT

- **Organizational Arrangement**

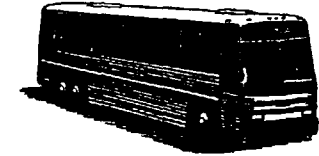
Public vs. Private Operation

Public operation for initial implementation



# Financial Plan

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- Fare Structure

Flat vs. differentiated

Coordinated fare system with existing services

Recommendation - \$1.50 flat fare

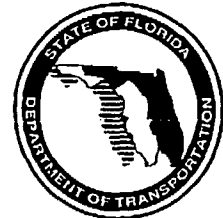
- Transfer Policy

No transfers – i.e. full fares between Dade-Monroe Express and Key West routes

- Payment Structure

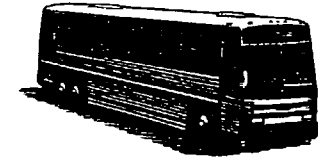
Key West payment instruments

No discount fares



# Financial Plan

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- Revenue
  - \$290,000 fare box at route maturity
  - \$46,500 initial years
- Job-Access Reverse Commute (JARC) Funding
  - \$1,000,000 over 3 years
- Identification of Future Long-Term Funding Sources

Separate Study

